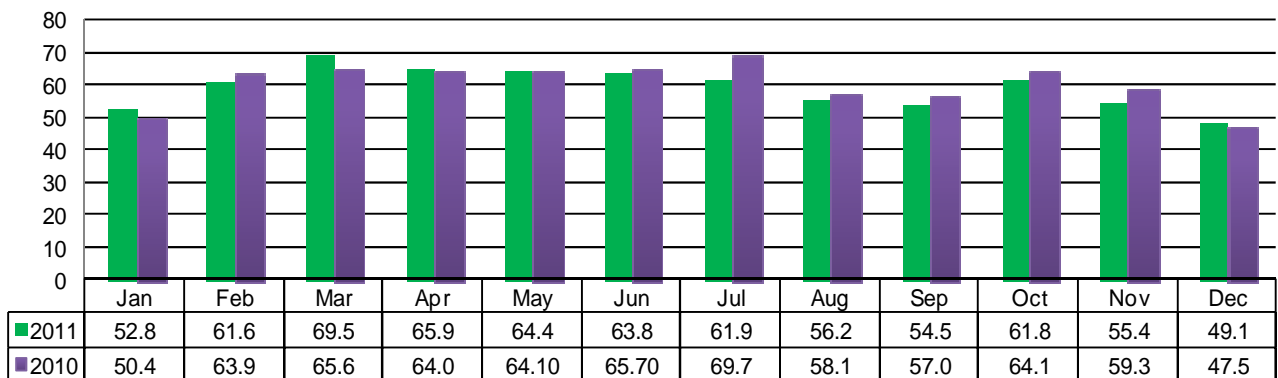


Monthly Dashboard

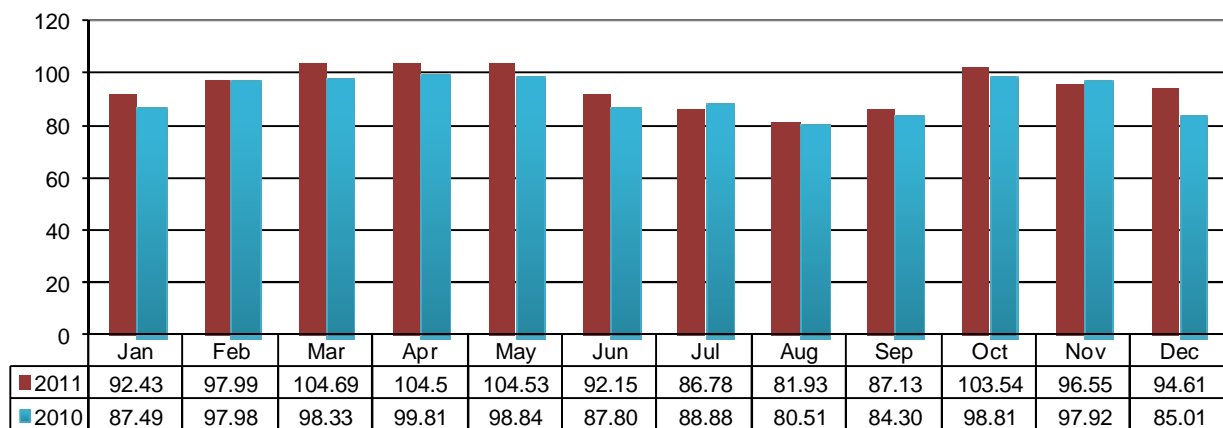
LA Lodging Indicators

Occupancy (%)

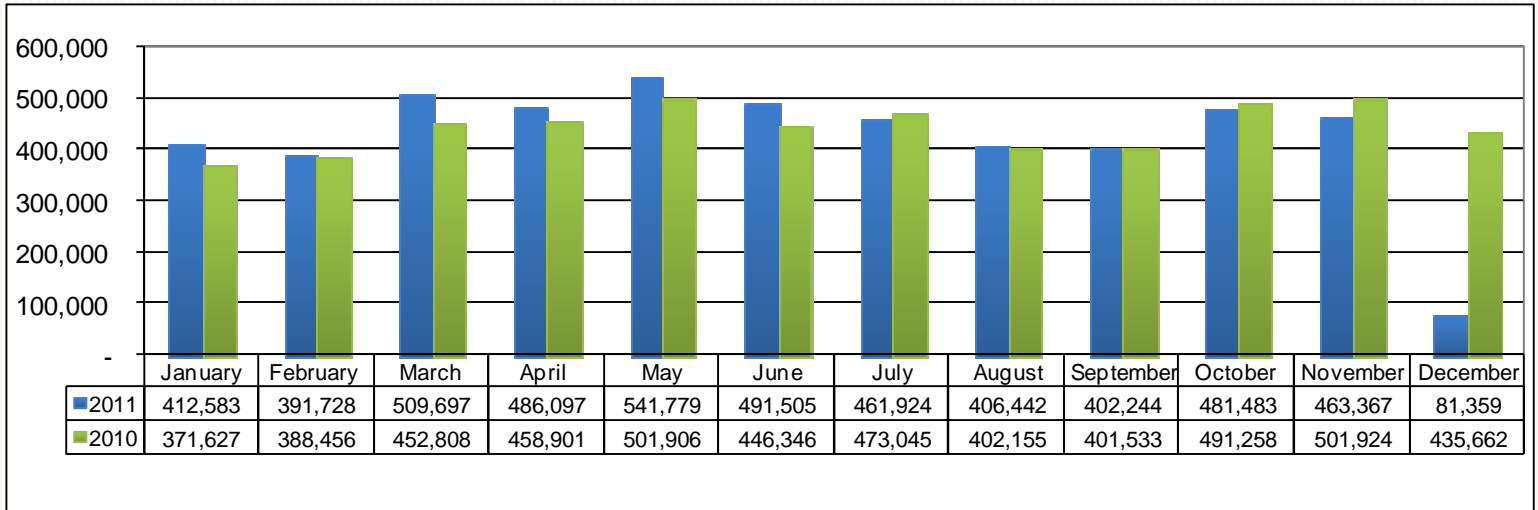


Louisiana statewide occupancy rates saw a small decrease in December's occupancy rate over November (-6.3%).

ADR



Louisiana statewide saw a minor decrease in ADR from November but remains strong overall.

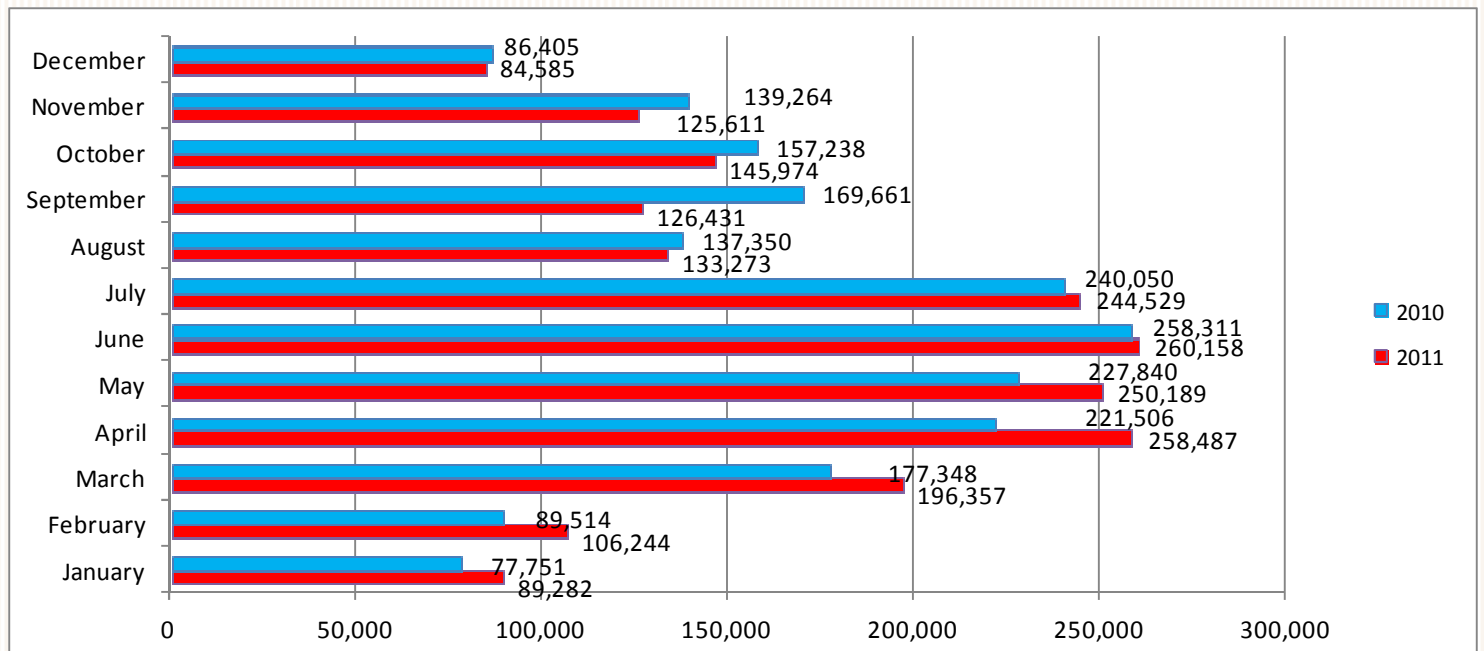
Louisiana Airport Traffic*

June-December enplanements for Monroe are not reported in total. Also, December enplanements for New Orleans & Alexandria are not reported in total.

For individual airport traffic, please visit our Newsletter link at <http://www.crt.state.la.us/TOURISM/RESEARCH/home.aspx>

*Enplanements are defined as the number of passengers who board a flight, including origination, stop over and connections.

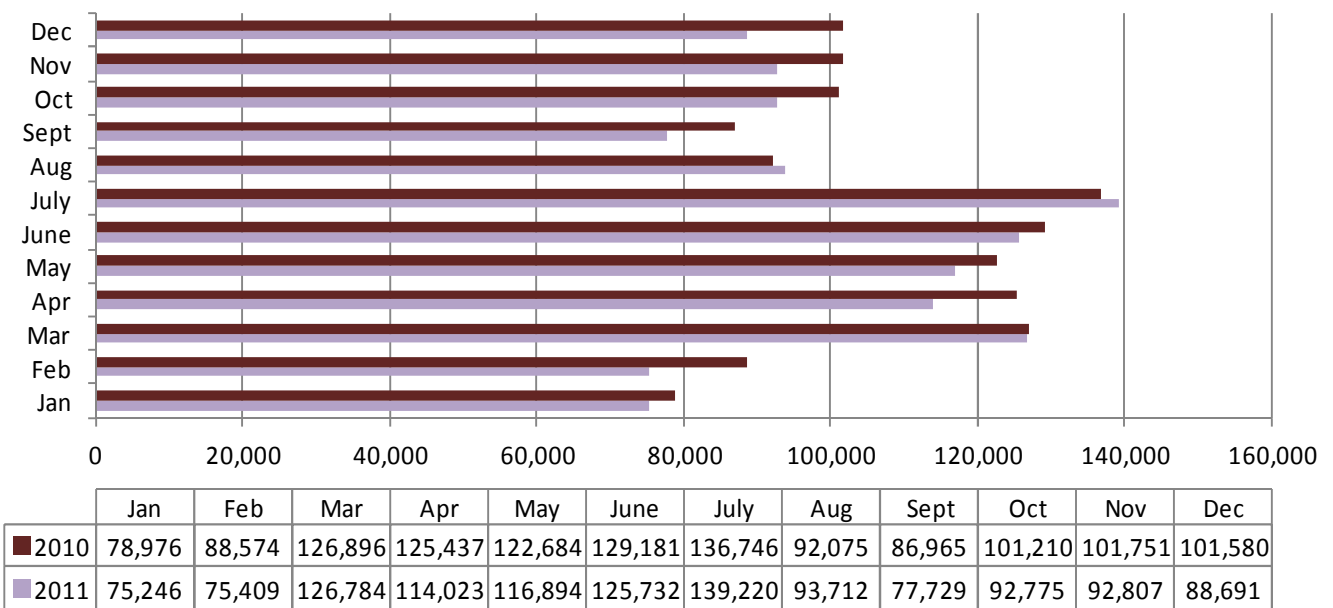
Source: Individual LA airports (New Orleans, Baton Rouge, Lafayette, Shreveport, Lake Charles, Monroe, and Alexandria)

Louisiana State Parks Monthly Visitation

For detailed information, please contact Reggie Dumas with State Parks at 225-342-8106.

Source: Louisiana State Parks

Louisiana Welcome Centers Visitation



Overall, the Welcome Centers have seen a steady increase in visitors since the beginning of the year. Several centers were closed in May and June due to flooding, which caused a decrease in visitor counts. Kentwood closed in September for 9 months for DOTD work.

Top Ten Welcome Center International Visitor Totals: Jan - Dec 2011

Canada*	22,556
France	8,649
United Kingdom	8,024
Germany	7,664
Australia	5,070
Mexico	4,922
Netherlands (Holland)	1,877
Italy	1,485
Spain	1,374
Belgium	1,323

Top Ten Welcome Center Domestic Visitor Totals: Jan - Dec 2011

LA	306,429
TX	253,171
MS	99,127
FL	67,776
AL	58,482
GA	31,270
TN	20,549
CA	20,338
IL	18,194
OK	16,593

*Canada includes all of Canada provinces captured.

For individual welcome center monthly totals, please download our Newsletter at
<http://www.crt.state.la.us/TOURISM/RESEARCH/home.aspx>

Louisiana Gaming Gross Revenue

